

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants :	Boss et. al.	Confirmation No: 3429
Serial No. :	10/726,186	Examiner: Duran, Arthur D.
Filed :	December 1, 2003	Group Art Unit: 3622
Title :	SYSTEM AND METHOD FOR MANAGING THE DISPLAY OF UNSOLICITED INSTANT WEB ADVERTISEMENTS	

**AMENDMENT UNDER 37 C.F.R. §1.116**

United States Patent and Trademark Office  
Customer Service Window  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

Sir:

This amendment is in response to the Office Action mailed May 27, 2010, setting a three-month statutory period for response. Therefore, this amendment is timely filed. Please amend the above-identified patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 13 of this paper.